



# ORDER

Flight Dates **09/04/12-09/10/12**

Contract / Revision      **309737 /**  
Original Date / Revision  
                                  08/30/12    08/30/12  
Advertiser **Carmona / Democrat / US Se**

Agency    **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80  
 Washington, DC 20007**

Product  
**Carmona for Arizona**

Agency Com    15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80  
 Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep            00:20:00

Estimate #            **1709**

Alt Order #

Billing Type          Cash

Order Type          GENERAL

Billing Cycle        EOM/EOC

Billing Calendar   BROADCAST

Demographic       A25-54

Rev Codes           POL           POL           CAND

Product Codes    PL

Priority                P-3

Advertiser Ref

Primary Account Executive  
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	72	\$35,232.50	\$41,450.00	0.00
<b>Totals</b>	<b>72</b>	<b>\$35,232.50</b>	<b>\$41,450.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/10/12	72	\$35,232.50	\$41,450.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	09/04/12	09/10/12	M-F 5-6am M-F 5-6am	CM	5am-6am	MTWTF--	:30	4	\$100.00	P-3	0.00 NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--			4		\$100.00		0.00			
N 2	KNXV	09/04/12	09/10/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MTWTF--	:30	4	\$225.00	P-3	0.00 NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--			4		\$225.00		0.00			
N 3	KNXV	09/04/12	09/10/12		CM	7am-9am	MTWTF--	:30	5	\$225.00	P-3	0.00 NM	5	\$1,125.00



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Contract / Revision **309737** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:20:00

Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**

Estimate # **1709**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9am M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--					5	\$225.00		0.00			
N 4	KNXV	09/08/12	09/08/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	-----S-					1	\$150.00		0.00			
N 5	KNXV	09/09/12	09/09/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	-----S					1	\$150.00		0.00			
N 6	KNXV	09/04/12	09/10/12	M-F 9am-10am Sonoran Living	CM	9am-10am	MTWTF--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--					3	\$100.00		0.00			
N 7	KNXV	09/04/12	09/10/12	M-F 10am-11am The View	CM	10am-11am	MTWTF--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--					3	\$450.00		0.00			
N 8	KNXV	09/04/12	09/10/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	MTWTF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--					3	\$150.00		0.00			
N 9	KNXV	09/04/12	09/10/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	MTWTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--					3	\$200.00		0.00			
N 10	KNXV	09/04/12	09/10/12	M-F 3pm-4pm M-F 3pm-4pm (3:00 PM-3:30 PM)	CM	3pm-4pm	MTWTF--	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--					4	\$250.00		0.00			
N 11	KNXV	09/04/12	09/10/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--					5	\$450.00		0.00			
N 12	KNXV	09/04/12	09/10/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--					5	\$350.00		0.00			
N 13	KNXV	09/04/12	09/10/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--					5	\$450.00		0.00			
N 14	KNXV	09/04/12	09/10/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--					5	\$450.00		0.00			
N 15	KNXV	09/09/12	09/09/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	-----S					1	\$250.00		0.00			



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Contract / Revision **309737** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:20:00

Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**

Estimate # **1709**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	KNXV	09/09/12	09/09/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-----S					1	\$250.00		0.00			
N 16	KNXV	09/04/12	09/10/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MTWTF--	:30	5	\$750.00	P-3	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					5	\$750.00		0.00			
N 17	KNXV	09/10/12	09/10/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$2,000.00	P-6	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	M-----					1	\$2,000.00		0.00			
N 18	KNXV	09/04/12	09/04/12	Tuesday Prime C Tuesday Prime C	CM	9pm-10pm	-T-----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-T-----					1	\$3,000.00		0.00			
N 19	KNXV	09/05/12	09/05/12	Wednesday Prime B Wednesday Prime B	CM	8pm-9pm	--W----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	--W----					1	\$3,500.00		0.00			
N 20	KNXV	09/06/12	09/06/12	Thursday Prime A Thursday Prime A	CM	7pm-8pm	---T---	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	---T---					1	\$3,500.00		0.00			
N 21	KNXV	09/09/12	09/09/12	Sunday Prime 8-10pm Sunday Prime 8-10pm	CM	8-10pm	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-----S					1	\$3,000.00		0.00			
N 22	KNXV	09/04/12	09/10/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	4	\$850.00	P-3	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					4	\$850.00		0.00			
N 23	KNXV	09/04/12	09/10/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	MTWTF--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					2	\$350.00		0.00			
N 24	KNXV	09/08/12	09/08/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-----S-					1	\$450.00		0.00			
N 25	KNXV	09/09/12	09/09/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-----S					1	\$850.00		0.00			
N 26	KNXV	09/04/12	09/10/12	M-F 1236am-110am M-F 1236am-110am	CM	1236am-110am	MTWTF--	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					1	\$125.00		0.00			
N 27	KNXV	09/04/12	09/06/12	2012 National Convention 2012 National Convention	CM	7p-8p	-TWT---	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Print Date: 08/30/12

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**KNXV-TV  
PHOENIX**Contract / Revision    **309737**    Flight Dates **09/04/12-09/10/12**Hiatus DatesOriginal Date / Revision    08/30/12/    08/30/12Order Sep    00:20:00Advertiser    **Carmona / Democrat / US S**    Product **Carmona for Arizona**Estimate #    **1709**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	KNXV	09/04/12	09/06/12	2012 National Convention 2012 National Convention	CM	7p-8p	-TWT---	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-TWT---			1			\$2,000.00		0.00			

\*Tax 1 Note: Tax 0.5%.

Totals    72    \$41,450.00